



## World's best-loved reality shows place their vote for .tel domains

LONDON, United Kingdom – Monday 19<sup>th</sup> January, 2009 - Telnic Limited ([www.telnic.org](http://www.telnic.org)), the registry operator for the new .tel top level domain (TLD), today announced that audiences of some of the best-watched reality television broadcast programs in the world will soon be able to vote for their favorite participants more easily.

American Idol, the X Factor, Britain's Got Talent, Australian Idol, Pop Idol and Star Academy and many others have registered their .tel domains. This will enable them to provide a simple branded voting platform – like [americanidol.tel](http://americanidol.tel) - for people to vote for their preferred candidates on any device connected to the internet.

“Now reality television shows can direct people to all the ways they can vote using just their brand instead of having to memorize numerous numbers for all of the participants,” said Khashayar Mahdavi, CEO of Telnic. “The .tel delivers a really simple solution, whether people are watching on the television, on the web or on mobile TV.”

Other broadcast organizations and channels from the British Broadcasting Corporation (BBC), BSkyB, Virgin Media and ITV through to Fox, CBS, Discovery, HBO, MTV, Canal+ and the Movie Channel have also registered their .tel domains.

More information about the .tel can be found at [www.telnic.org](http://www.telnic.org) and an example of how a competition can be run on the .tel can be found at <http://my-idol.tel>. Anyone can purchase an available .tel domain name from Tuesday 3<sup>rd</sup> February 2009 from ICANN-accredited Registrars, which can be found at <http://www.telnic.org/business-buy.html>.

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